

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Kazuhiro ISHIDA  
Title: ADVERTISEMENT SYSTEM AND  
ADVERTISEMENT DISPLAY METHOD  
Appl. No.: 10/077,765  
Filing Date: 02/20/2002  
Examiner: Alvarez, Raquel  
Art Unit: 3688  
Confirmation 3462  
Number:

**REPLY UNDER 37 CFR 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated September 19, 2008, concerning the above-referenced patent application.

**Remarks/Arguments** begin on page 2 of this document.